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The following is a complete listing of all claims in the application, with an indication of the status of each:

**Listing of claims:**

- 1 1. (currently amended) A computer assisted on-line negotiation method
- 2 comprising the steps of:
- 3 generating off-line by an on-line e-commerce site static customer
- 4 profiles based on past history that the site has about various customers,
- 5 including multiple value attributes;
- 6 assigning by the on-line e-commerce site a static customer profile to a
- 7 new customer visiting the on-line e-commerce site, the initial assignment to a
- 8 profile being based on said static customer profiles and whatever information
- 9 is available about the customer at the time of assignment;
- 10 capturing at a customer computer interface the on-line e-commerce
- 11 site's actions, said actions being observed prior to a visit by the customer to
- 12 the site for a negotiation;
- 13 formulating at said customer computer interface a predetermined
- 14 profile of the on-line e-commerce site based on past history that the customer
- 15 computer interface has about various e-commerce sites, including multiple
- 16 value attributes, ~~and updating the profile based on~~ and said captured actions;
- 17 negotiating by the on-line e-commerce site with the customer computer
- 18 interface based on a dynamically changing profile of the customer;
- 19 negotiating by the customer via said customer computer interface with
- 20 the on-line e-commerce site based on a dynamically changing profile of the
- 21 site;
- 22 dynamically changing by the on-line e-commerce site the customer's
- 23 static profile during negotiations based on an observed behavior of the

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24 customer via the customer computer interface, ~~said static profile thereby being~~  
25 ~~dynamic during said negotiations~~; and  
26 dynamically changing by the customer computer interface the on-line  
27 e-commerce site's ~~static~~ predetermined profile during negotiations based on an  
28 observed behavior of the on-line e-commerce site, ~~said static profile thereby~~  
29 ~~being dynamic during said negotiations~~,  
30 wherein said customer profiles are comprised of computer stored  
31 information usable to the advantage of the e-commerce site in said on-line  
32 negotiation with customers and said e-commerce site ~~profiles are~~ profile is  
33 comprised of computer stored information usable to the advantage of the  
34 customer in said on-line negotiation.

1 2. (previously presented) The computer assisted on-line negotiation method  
2 recited in claim 1, further comprising the step of updating by the on-line site  
3 past history information based on the negotiations with the customer, said  
4 customer using said customer computer interface in the negotiations.

1 3. (original) The computer assisted on-line negotiation method recited in  
2 claim 2, wherein the attributes included in the past history information include  
3 non-quantitative information.

1 4. (original) The computer assisted on-line negotiation method recited in  
2 claim 3, wherein the non-quantitative information includes season and time of  
3 day.

1 5. (currently amended) The computer assisted on-line negotiation method  
2 recited in claim 1, further comprising the steps of:

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3 capturing by the on-line e-commerce site direct interactions by the  
4 customer with the on-line e-commerce site via the customer's computer  
5 interface, said direct interactions including the customer's "click-through  
6 stream"; and

7 analyzing said direct interactions with the on-line e-commerce site to  
8 update the customer's ~~dynamic~~ dynamically changing profile.

1 6. (original) The computer assisted on-line negotiation method recited in  
2 claim 5, wherein the other direct interaction includes the customer's voice and  
3 physical actions.

1 7. (cancelled)

1 8. (previously presented) The computer assisted on-line negotiation method  
2 recited in claim 1, further comprising the steps of:  
3 storing at said customer computer interface a formulated profile of the  
4 on-line e-commerce site in a database of on-line e-commerce site profiles; and  
5 accessing the on-line e-commerce site from the database by the  
6 customer using said customer computer interface to begin negotiations with  
7 the on-line e-commerce site.

1 9. (previously presented) The computer assisted on-line negotiation method  
2 recited in claim 8, further comprising the step of dynamically modifying by  
3 the customer computer interface the on-line e-commerce site's profile during  
4 negotiations with the on-line e-commerce site based on actions by the on-line  
5 e-commerce site.

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1        10. (previously presented) The computer assisted on-line negotiation method  
2        recited in claim 9, wherein actions by the on-line e-commerce site on which  
3        the site's profile is dynamically modified include offering of terms, said terms  
4        including prices of items for sale, packaged deals and bonuses.

1        11. (currently amended) A computer implemented decision support system  
2        for on-line negotiation, comprising:

3                first ~~computer~~ computer code for generating off-line by an on-line e-  
4        commerce site static customer profiles based on past history that the site has  
5        about various customers, including multiple value attributes;

6                second computer code for assigning by the on-line e-commerce site a  
7        static customer profile to a new customer visiting the on-line e-commerce site,  
8        the initial assignment to a profile being based on said static customer profiles  
9        and whatever information is available about the customer at the time of  
10       assignment;

11               third computer code for capturing at a customer computer interface the  
12       on-line e-commerce site's actions, said actions being observed prior to a visit  
13       by the customer to the site for a negotiation;

14               fourth computer code for formulating at said customer computer  
15       interface a predetermined profile of the on-line e-commerce site based on past  
16       history that the customer computer interface has about various e-commerce  
17       sites, including multiple value attributes, ~~and updating the profile based on~~  
18       and said captured actions;

19               fifth computer code for negotiating by the on-line e-commerce site  
20       with the customer computer interface based on a dynamically changing profile  
21       of the customer;

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22 sixth computer code for negotiating by the customer via said customer  
23 computer interface with the on-line e-commerce site based on a dynamically  
24 changing profile of the site;  
25 seventh computer code for dynamically changing by the on-line e-  
26 commerce site the customer's static profile during negotiations based on an  
27 observed behavior of the customer via the customer computer interface; ~~said~~  
28 ~~static profile thereby being dynamic during said negotiations;~~ and  
29 eighth computer code for dynamically changing by the customer  
30 computer interface the on-line e-commerce site's static predetermined profile  
31 during negotiations based on an observed behavior of the on-line e-commerce  
32 site; ~~said static profile thereby being dynamic during said negotiations,~~  
33 wherein said customer profiles are comprised of computer stored  
34 information usable to the advantage of the e-commerce site in said on-line  
35 negotiation with customers and said e-commerce site ~~profiles are~~ profile is  
36 comprised of computer stored information usable to the advantage of the  
37 customer in said on-line negotiation.

1 12. (previously presented) The computer implemented decision support  
2 system recited in claim 11, further comprising ninth computer code for  
3 updating by the on-line site past history information based on the negotiations  
4 with the customer, said customer using said customer computer interface in  
5 the negotiations.

1 13. (previously presented) The computer implemented decision support  
2 system recited in claim 12, wherein the attributes included in the past history  
3 information include non-quantitative information.

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1 14. (previously presented) The computer implemented decision support  
2 system recited in claim 13, wherein the non-quantitative information includes  
3 season and time of day.

1 15. (currently amended) The computer implemented decision support system  
2 recited in claim 11, further comprising:

3 tenth computer code for capturing by the on-line e-commerce site  
4 direct interactions by the customer with the on-line e-commerce site via the  
5 customer's computer interface, said direct interactions including the  
6 customer's "click-through stream"; and

7 eleventh computer code for analyzing said direct interactions with the  
8 on-line e-commerce site to update the customer's ~~dynamic~~ dynamically  
9 changing profile.

1 16. (previously presented) The computer implemented decision support  
2 system recited in claim 15, wherein the other direct interaction includes the  
3 customer's voice and physical actions.

1 17. (previously presented) The computer implemented decision support  
2 system recited in claim 11, further comprising:

3 twelfth computer code for storing at said customer computer interface  
4 a formulated profile of the on-line e-commerce site in a database of on-line e-  
5 commerce site profiles; and

6 thirteenth computer code for accessing the on-line e-commerce site  
7 from the database by the customer using said customer computer interface to  
8 begin negotiations with the on-line e-commerce site.

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- 1 18. (previously presented) The computer implemented decision support  
2 system recited in claim 17, further comprising fourteenth computer code for  
3 dynamically modifying by the customer computer interface the on-line  
4 e-commerce site's profile during negotiations with the on-line e-commerce  
5 site based on actions by the on-line e-commerce site.
- 1 19. (previously presented) The computer implemented decision support  
2 system recited in claim 18, wherein actions by the on-line e-commerce site on  
3 which the site's profile is dynamically modified include offering of terms, said  
4 terms including prices of items for sale, packaged deals and bonuses.
- 1 20. (currently amended) A computer implemented decision support system  
2 for on-line negotiation, comprising:  
3 a merchant decision support system for an on-line e-commerce site,  
4 said system further comprising computer code for  
5 generating off-line static customer profiles based on past history that  
6 the site has about various customers, including multiple value attributes,  
7 assigning a static customer profile to a new customer visiting the on-  
8 line e-commerce site, the initial assignment to a profile being based on said  
9 static customer profiles and whatever information is available about the  
10 customer at the time of assignment,  
11 negotiating with a customer via a customer computer interface based  
12 on a dynamically changing profile of the customer, and  
13 dynamically changing the customer's static profile during negotiations  
14 based on an observed behavior of the customer via the customer computer  
15 interface, ~~said static profile thereby being dynamic during said negotiations;~~  
16 and

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17 a customer decision support system, said system further comprising  
18 computer code for  
19 capturing at the customer computer interface the on-line e-commerce  
20 site's actions, said actions being observed prior to a visit by the customer to  
21 the site for a negotiation,  
22 formulating a predetermined profile of the on-line e-commerce site  
23 based on past history that the customer computer interface has about various  
24 e-commerce sites, including multiple value attributes, ~~and updating the profile~~  
25 ~~based on and~~ said captured actions,  
26 negotiating by the customer via said customer computer interface with  
27 the on-line e-commerce site based on a dynamically changing profile of the  
28 site, and  
29 dynamically changing the on-line e-commerce site's ~~static~~  
30 predetermined profile during negotiations based on an observed behavior of  
31 the on-line e-commerce site, ~~said static profile thereby being dynamic during~~  
32 ~~said negotiations,~~  
33 wherein said customer profiles are comprised of computer stored  
34 information usable to the advantage of the merchant in said on-line  
35 negotiation with customers and said e-commerce site profiles ~~are~~ profile is  
36 comprised of computer stored information usable to the advantage of the  
37 customer in said on-line negotiation.